



ELSI 2Link

Recreational Licenses and Vehicle Registrations for Iowans

September 2008

Issue 1

The Electronic Licensing System for Iowa (ELSI) has successfully sold hunting and fishing licenses for over six years and has been well received by license buyers and agents alike. However, state law requires all contracts to be renewed periodically, so ELSI is now in the renovation process. This change provides a great opportunity for the DNR to address some of the problems you, as users of the system, have identified to provide an even better license-buying experience for everyone.

This newsletter is the first in a series that will keep ELSI agents up-to-date on what you can look forward to in the next generation of ELSI — which is called ELSI 2. This first issue summarizes what has been completed so far, and future issues will include more in-depth information as the system is designed, tested and finalized.

Gathering Information

In February of 2006, the DNR formed an ELSI 2 Implementation Team to assure that the new system was the best technology available for Iowa. The team began by issuing a Request for Information (RFI) to potential vendors to investigate new technology that has become available since ELSI was built. They sent mail surveys to license agents asking what was working well with the system and what could be done better. The team also analyzed six years of ELSI sales data, calculating where, when and how many licenses were sold. To collect further information, the implementation team sent agents an Internet survey, asking how many had Internet access, especially high speed service, at their business. When the team completed gathering information, they invited all agents to a meeting in Des Moines to discuss the outcome of their research.

The Good News

The ELSI 2 Implementation Team discovered a lot of useful information about the current ELSI system through their research. Some of the benefits of ELSI include that it was up and running for all agents 99 percent of the time from 2001 to 2006. Eighty-three percent of the license agents surveyed said that they have Internet access at their business, and 67 percent of them have high speed service. This will make converting to the ELSI 2 system quick and simple.

Eighty-three percent of the ELSI users said that they were satisfied or very satisfied with the system and that overall, it works well. Some improvements that they identified included the following:

- Quicker speed with license sales and the sales rejection process
- Better access to DNR support
- Better paper and printers
- The ability to sell multiple antlerless licenses in one transaction

Other useful statistics found included the fact that 1.4 million individuals bought at least one license through ELSI from 2001 to 2006. Annually, 524,000 customers bought 1.3 million privileges, which consisted of 380,000 fishing, 510,000 hunting, 370,000 deer, 71,000 turkey, and 10,000 miscellaneous licenses. Also, 95 percent of the privileges were sold by license agents and 88 percent of the agents are private businesses that receive \$730,000 annually in writing fees.

Limitations of ELSI

ELSI is an outdated system, and system equipment is rapidly becoming obsolete. Fortunately, faster, more reliable and easier-to-operate systems are available. These systems use online, real-time, touch-screen technology that is durable and

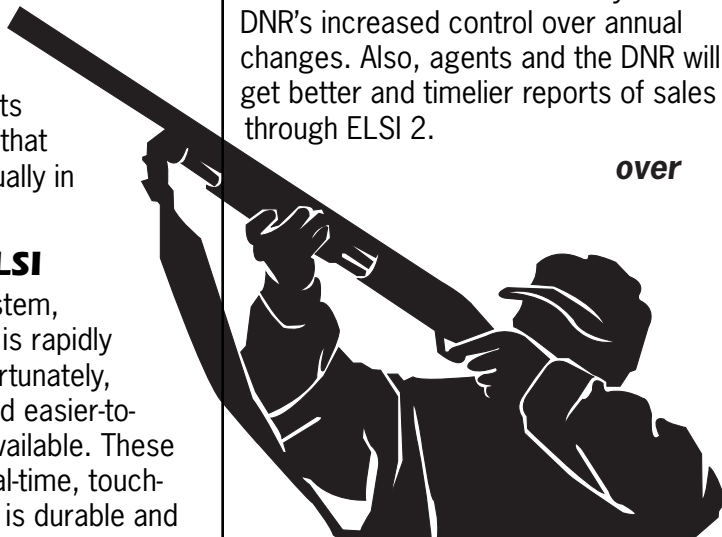
retail-environment tested. While every state's needs and issues are different, switching to online systems is the wave of the future for most states that have electronic licensing systems.

The Details

The goal of ELSI 2 is to improve upon the original ELSI system and make license sales quicker and more efficient. Just like ELSI, ELSI 2 will be a turn-key system. Central Bank will own, operate and maintain all equipment and systems, and the DNR will own the database.

The system will be Internet-based with features for license agents, Web Sales, Telephone Sales and a Help Desk that will function 24/7. A free communication system from DNR to agents and agents to DNR will be built into the system. ELSI's long downloads will be eliminated by the DNR's increased control over annual changes. Also, agents and the DNR will get better and timelier reports of sales through ELSI 2.

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The only required equipment you will need to run ELSI 2 in your business will be a touch-screen with technology similar to an ATM, and a single printer (both provided by Central Bank. One

type of paper will be used for all licenses and tags. Agents will be responsible for providing Internet access or a telephone line for dial-up, but a contractor will offer a limited number of subscriptions to an Internet Service Provider to

the ELSI 2 terminal for agents in areas that may not have access to the Internet.

All current ELSI functions, including Electronic Funds Transfer will continue in ELSI 2. All original ELSI records will be accessible through ELSI 2 as well. The new system will improve survey capability and will include boat, ATV and snowmobile registration

and titling capability — which means more writing fees for agents!

Most importantly, ELSI 2 will solve the majority of the problems identified by license agents with ELSI. There will be more information on this topic in future newsletters.

Proposal

- March 2007: Preliminary Design Meeting: ELSI 2 Implementation Team and stakeholders
- June '07: The state's Information Technology Enterprise Governing Board granted DNR approval to issue a Request For Proposal (RFP) for ELSI 2
- Aug '07: RFP issued
- Oct '07: Deadline for proposals — two were received
- Nov '07: Proposal Review Team unanimously selected Central Bank of Jefferson City, Missouri (the ELSI contractor) to also be the contractor for ELSI 2
- Dec '07: The Natural Resource Commission approved the selection of Central Bank

Implementation

- January – June 2008: Contract developed, approved and signed
- March '08: Preliminary planning and design discussions with DNR and Central Bank
- May '08: Central Bank programmed the ELSI 2 hunt & fish system
- June '08: DNR and County Recorders designed an improved boat registration and titling process for ELSI 2

Future Goals

Many details are yet to be finalized, but the following key target dates have been identified:

- Early 2009: A hunt and fish license sales pilot system will be tested on selected agents
- Spring '09: The hunt and fish system will be distributed to all agents prior to 2009 deer license sales
- Fall '09: A pilot boat/snowmobile/ATV registration system will be distributed to County Recorders and agents
- January 2010: The full boat/snowmobile/ATV registration system will be distributed to County Recorders and agents

Before the first pilot system will be put to use in a few agents' businesses, thousands of hours of discussion, design, programming, testing and corrections will be included in this schedule. Future newsletters will provide updates and more information as it becomes available.

Coming Up

Here are a few topics to look forward to in the October issue of **ELSI 2Link**:

- A peek at some of the ELSI 2 equipment and how it works
- Why switch to an Internet-based system?
- What improvements can you expect with ELSI 2?
- Answers to frequently asked questions about ELSI and ELSI 2



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